TACO THE TOWN

CHALLENGE

How do you get serious snackers to engage with your brand?

SOLUTION

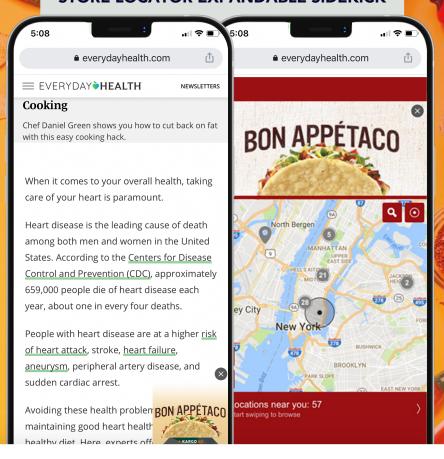
You serve up irresistible creative that get's them asking for more! Kargo cooked up an engaging Conveyor Belt Game that expanded from a variety of mobile formats. Consumers ate it up across content verticals – with benchmark-beating results spanning Entertainment, Food, Health & Fitness, Home & Garden, News, Style & Fashion and Lifestyle – showing snackers engage across a diverse range of content!

Source: 1. Kargo Research, Placed Study, Campaign Flight: March-June 2016. Campaign Size: 38.8MM. Impressions. Statistically Significant at 99% Confidence Level 2. Kargo Engagement Metrics.

BREAKOUT

JUU SUUJ Bring a blanket and spread out at the Queens Botanical Garden for its first-ever Movie Nights series. Probably the most beautiful setting for outdoor film screenings, the garden offers up gorgeous golden hour views and seasonal, movie-themed food and refreshments (you pay for with a complimentary \$5 voucher) as well as exclusive after-hours access, hands-on craft activities and live performances based on featured films. Tickets start at \$15 per adult (or \$25 per couple) and \$12 per child (\$50 for a family of four). There is a parking fee (\$8-\$10) and you must register beforehand on eventbrite.com. Here's the lineup: July 16: Alice in Wonderland (Create your own flavorful teas by mixing a combination of herbs, flowers, and plants and take home two tea bags FEELING HUNGRY?

STORE LOCATOR EXPANDABLE SIDEKICK



8%
IN-STORE VISIT LIFT¹

36% Above Benchmark

3%

ENGAGEMENT RATE²

3x Benchmark

89%

IN-VIEW²

27% Above Benchmark